

PERSONAL SELFISHNESS IS NOT TRUE ECONOMY

The Thrift That Ruins Legitimate Business Will Not Help Win War.

LET SAVING BE INTELLIGENT

Each Person Should Strive to Conduct His Affairs From a Broad, Patriotic, Sensible Standpoint, Just to Nation's Business.

NEW YORK, April 27.—"Practice of economy that fosters personal selfishness and money hoarding are a long way from either thrift or patriotism," declares S. W. Straus, president of the American Society for Thrift, in a statement made public today.

"Through patriotism we are able to attain the sublime heights of complete unselfishness. It is the very antithesis of personal consideration. Thrift means progress and efficiency. It is as necessary in winning the war as the spirit of unselfishness. Any form of economy, therefore, that encourages selfish tendencies is the poorest sort of patriotism."

"In the complicated economic era which the war has brought upon us, we should at no time lose sight of the dangers of misguided thrift. The present situation is so new and strange to the average American citizen and it presents so many complex situations that considerable perplexity at times exists as to the most patriotic course to be pursued in the administration of one's individual affairs."

"What may be regarded by the individual as invariable zeal, unselfish patriotism, and thrift might in reality be most unfair to legitimate business to which the nation must look for support in these days of tremendous war expenditures."

"The motives of selfishness, personal comfort or personal pleasure, should not enter into the question. In these days the whole world of humanity is suffering. These are times when tremendous personal sacrifices are necessary. It is not the time for one to stand on so-called personal rights. It is the duty of each of us to make sacrifices, to suffer, and to endure whatever hardships may come as a result of the war."

"In all personal matters, however, care should be exercised that we do not go to unreasonable lengths. Many people believe that the sum total of thrift is hoarding money, that the thrifty man is he who spends as little as possible regardless of his personal conditions. Hoarding money is as far from real thrift as the South is from the North. Saving money is a stone in the foundation of thrift. It is the first step in the development of a sturdy character, for true thrift means real character development."

THRIFT ESSENTIAL, BUT SHOULD BE INTELLIGENT

"At the present time, when thrift is a matter of such vital importance to all of us, it is most essential that it be practiced intelligently because of the effect it will have on the individual and on the nation. Our citizens are being called on to raise several billions of dollars a year. In order that the war loans may be properly absorbed by the country, legitimate business must be protected. The business man who is forced into bankruptcy is certainly not able to lend as much individual support to war finances as he would be had his business remained solvent."

"Indiscriminate economy, therefore, carries with it the danger of injustice to legitimate business, without the corresponding benefit resulting therefrom in winning the war."

"Each of us should strive to conduct our affairs from a broad, patriotic, sensible point of view, and keep in mind that the business organization of the country has rights and needs that must not be overlooked. While food, ammunition and guns are necessary in winning the war, money also is essential, and at no time has this fact been more apparent than during our third Liberty loan drive."

MORE AND MORE MONEY MUST BE RAISED

"More and more money will have to be raised for war purposes. More food will have to be conserved, more waste will have to be eliminated, and for these reasons it is essential that, as the practices of thrift become more general, they should be more thoroughly understood."

"Unhappily the word 'thrift' already has been sadly misused. 'Thrift,' to be of fundamental and lasting benefit to the nation, must be practiced broadly and intelligently."

"We must remember that the government of the United States and its needs come ahead of every personal consideration. The war must be won at any price."

"We must pay for victory, remembering that at any cost it is cheaper to win than to pay the price of defeat."

"But, while pressing on in this determination, it is well to be reminded from time to time that we will profit nothing as a nation by the establishment of wholly fictitious standards of economy; that nothing will be gained by developing habits of personal selfishness."

"More and more, as the days go by, the practice of thrift will be necessary, therefore they must be carried out understandingly, in order that the greatest amount of good will result. Thrift is most essential in winning the war, and will be of incalculable value in the days of readjustment that will come with the dawn of peace. But it would be unfortunate for the thrift movement if any harm were done at this time under the guise of misunderstanding and misdirected thrift."

Miller & Rhoads
"The Shopping Center"

"The Least You Can Do Is Buy a Liberty Bond, or Two"

Miller & Rhoads
"The Shopping Center"

The Store Aglow With New Summer Goods



"Niagara Maid" Silk Underwear De Luxe

For Summer Wear

Opportunity now comes to secure a summer's supply of this popular underapparel at very favorable prices. For, notwithstanding recent big increases in the wholesale costs of Silk Underwear, we have large stocks previously laid in to offer at much lower prices than such garments can be sold to-day.

Patrons partial to this delightfully cool, dainty and durable material in Undergarments should hasten in and make selections from these exhibits:

"Niagara Maid" Silk Union Suits, pink or white, with plain band tops, \$3.50 and \$3.98.

"Niagara Maid" Silk Teddies, pink or white, with plain band tops, \$3.98 and \$4.98.

"Niagara Maid" Silk Teddies, in pink, with lace trimmed tops, \$4.39 and \$5.79.

"Niagara Maid" Silk Bloomers:—
Embroidered, pink only, \$3.59.
Plain, in pink or white, \$2.25, \$2.75.

"Niagara Maid" Silk Vests:—

Lace tops, \$2.98, \$3.25, \$3.39.

Embroidered, \$2.50.

Plain band tops, \$1.59, \$2, \$2.50, \$2.75.

Bodice Tops, \$1.59.

Silk Top Union Suits (cotton bottoms) in pink only—regular and extra sizes. We have a few of these left at the old prices, \$1.25, \$1.50 and \$1.75.

Second Floor—East.



Beautiful Summer Frocks

For Women and Misses

MODELS designed for town, country and shore wear are shown in a profusion of new designs and dainty fabrics—indestructible Voile, Georgette Crepe, Crepe de Chine, Fine Taffeta and beautiful Foulards. Frocks for Afternoon, Street, Informal Evening Wear; also Sports Frocks. No use to attempt a description of Frocks whose beauty is indescribable. To be correctly impressed as regards what these Frocks are like, the comprehensive range and variety of designs and soft summer shades to select from, one must make inspection at closer range. And this we invite you to do as early in the week as you can.

And, by the way, THE PRICES! That really doesn't matter much, for one can select beautiful Frocks at \$25.00, or \$79.00, or at one of many prices in between and be assured of excellent values.

Second Floor, West.

Women's Fabric Gloves

For Summer

No need to tell you how good or how smart looking are the Gloves produced by "Kayser" or "Fownes." They have all that good Gloves can have and much that many other Gloves have not.

"Kayser's" & "Fownes" Two-Clasp Silk Gloves, in black, white or gray, 69c a pair.

"Kayser's" & "Fownes" Two-Clasp Silk Gloves, in black, white, gray, brown, khaki, pongee, etc., \$1.00 and \$1.25 a pair.

Fownes' Filolette Washable Fabric Gloves, in white; an excellent article, durable and good fitting, 85c a pair.

First Floor—West.

We Are At War!

It sounds like an unnecessary repetition of an obvious fact—and yet, apparently, only a small proportion of the people one meets fully realize this fact. We are at war—and war requires man-power and money-power. If you can't fight,

Buy Liberty Bonds



SUITS

Best Values of the Season

At \$25

THERE are quite a large number of Smart Spring Suits in this lot. Suits of fine All-Wool Serge, Poplin, Gabardine, Poirer Thwill, Wool Jersey, etc., in this season's popular shades—Tan, Copenhagen, Gray, Green, Rose, Pekin, Checks; also plenty of Black and Navy Blue. Models are plain tailored; also fancy pony and Eton effects.

Every Suit is man-tailored, and every jacket is silk-lined. Stylish Skirts with every suit.

Women's Sizes, 36 to 44 bust.

Misses' Sizes, 16 to 20 years.

All at once price—\$25.00. Undoubtedly the season's best opportunity to secure a smart Suit and an exceptional value.

Second Floor, West.



The Chinese Bound Their Children's Feet—

You know the result—everyone does. But this is the twentieth century.

Sorosis Shoes

Are you SURE that you children's feet aren't being pushed, squeezed, moulded OUT OF SHAPE? Little toes must have room to spread, little arches must have support, little ankles must be kept from wobbling till bones are strong enough to stand firmly alone—and that means till 15 summers at least are passed.

Foot-comfort later means foot-care now. Are you sure you are giving the proper attention to the selecting and fitting of your children's shoes?

Prices according to size,

\$1.25 to \$5.00 A Pair

Second Floor—South.

For Trained Nurses

Aprons and Frocks

Big "All-over" Aprons of heavy bleached white muslin; they have belt and tight cuffs, \$1.50.

The "Full Apron" of heavy white cambric, has large bib and pocket. A limited quantity at \$1.25.

Heavy White Cambric "Fitted" Aprons, with bib and pocket, \$1.00.

"Waist" Aprons—no bib. These are made full on a wide belt; of heavy white cambric, 79c.

Regulation Blue Chambray Dresses for Trained Nurses. High collars and long sleeves; sizes 36 to 44. A limited quantity at \$2.98.

White Dresses for Graduate Nurses, sizes 36 to 44. High neck and long sleeves, \$3.50.

Second Floor, East.

Knitters, Get a Copy of "The Columbia Book of Yarns"

A Comprehensive Handbook of Knitting and Crocheting

Valuable Alike to Beginner and Experienced Knitter.

Knitting has become a very real necessity. Sweaters, scarfs, socks, blankets, helmets and many other knitted articles are demanded in enormous quantities with ever increasing insistence. So knitting is no longer merely a desirable accomplishment to while away an idle hour. It is one of the things that MUST BE DONE, and done constantly, quickly, skillfully.

Under such circumstances, THE COLUMBIA BOOK OF YARNS, always useful, becomes an urgent need. For years it has been conceded to be the most exhaustive and practical treatise on knitting and crocheting in existence. Every phase of the subjects is covered thoroughly and authoritatively. It is the ideal teacher—ready, patient, competent. The beginner can quickly learn from its clear, concise lessons and illustrations just how to knit any desired article. To the experienced knitter it offers something new, something more advanced, some improvement in method or material. 240 pages, nicely printed on good paper and extensively illustrated. 25c a copy.

SOCKS ARE NEEDED

NEW YORK, April 26.—"Knit, knit, knit—socks!" Thus appealed the Atlantic division of the Red Cross to the women today. Never was the army demand for socks so great, officials explained, as they asked all chapters to give sock production the right of way over other knitted articles.

And Here are the Right Wools

In our Art Needlework Section we are now prepared to furnish either the "Columbia" or "Minerva" brands of wools in complete lines, embracing all the popular shades for women's sweaters, caps and fancy work, children's and infants' wear, etc. Also the correct shades for army and navy relief work.

Second Floor, South.



Garden Tools

Great Variety of Styles,
Special Garden Hoes,
Rakes, Forks, Weeders,
Ladies' Hoes and Rakes,
Cultivator Hoes,
Garden Plows,
Headquarters for LAWN MOWERS and RUBBER HOSE.

Clarke--Hardware
Madison 488. 510 E. Broad St.